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# THE EVANSVILLE MARKET

EVANSVILLE, INDIANA

|               |                          |
|---------------|--------------------------|
| 287,862       | People                   |
| 72,866        | Families                 |
| \$125,369,281 | *Effective Buying Income |
| \$ 55,803,102 | **Retail Sales           |

The Evansville 13-County Courier Market located in the southwestern section of Indiana and extending into both Kentucky and Illinois, covers all or part of thirteen counties. It includes all of Vanderburgh, Posey, Warrick and Spencer counties in Indiana, all of Union county in Kentucky, besides part of Dubois, Gibson, Perry and Pike counties in Indiana, parts of Henderson, Webster and Hopkins counties in Kentucky and a part of White county in Illinois.

\*Sales Management 1938 for Year of 1937.  
\*\*U. S. Dept. of Commerce 1935 (Latest Figures Available).

**40,074**

**CIRCULATION DAILY!**  
(A.B.C. Publishers Statement 3-31-38)

**A COVERAGE RATIO OF  
BETTER THAN  
ONE OUT OF EVERY TWO  
FAMILIES IN THIS MARKET.**



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REPRESENTED BY  
**STORY, BROOKS & FINLEY**  
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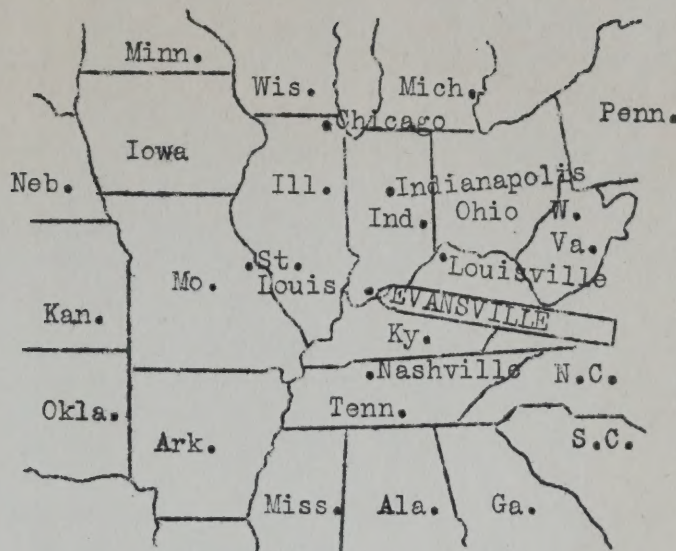
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# THE EVANSVILLE MARKET

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It is easy to think of markets as cities -- pin-points on the map, when in fact, markets are sectional areas adhering to no political boundaries and the sizes of which are determined by certain definite factors influencing the trading and social habits of the families living within them.

These markets consist of three parts: 1. The metropolitan hub. 2. Small towns which form a group of secondary trading centers. 3. Farm families interspersed.

The metropolitan hub of the market might be called the commercial capitol of the area over which its influence extends, and this influence reaches out to that point where it meets the influence of another metropolis.

No manufacturer, whose ambition runs to large volume sale, can afford to overlook the ENTIRE market in all of its parts. Some idea of the importance of ALL of these parts can be gained from the fact that all of the cities of the United States of 100,000 population and over contain but little over 37% of the country's total number of families.

The determination of the extent of the Market has been based upon the areas of concentrated coverage furnished by the Evansville Courier. To the extent that a paper's circulation gives adequate and concentrated coverage can that paper claim a market; no farther. Regardless of how much greater area lies in the natural trading zone of the city of publication, the paper has the right to sell only that portion in which it can show intensive circulation coverage.



In the case of the Courier, it has today an area of intensive influence which closely parallels the natural trading area of the city of Evansville. This is a most natural outcome of its many years of publication plus the deliberate attempt on the part of its publishers to mold its policies to fit the interests of the people living in the trading area as well as those living in Evansville proper.

Therefore the Market herein outlined is at once the natural Evansville market and a market which the Courier can deliver - one which it can furnish advertisers blanketing and thorough circulation coverage. It represents 8.6% of the population and 7.2% of the Retail Sales of the entire state of Indiana.

This great Market encompasses an area of approximately 3,484 square miles which is equivalent to nearly ten per cent the area covered by the entire state of Indiana, more than the entire state of Delaware and nearly three times the area of the state of Rhode Island.

Here live 287,862 people - 72,866 families according to the United States Census of 1930 and among these families the Evansville Courier maintains a circulation of 36,925 furnishing advertisers a coverage ratio of better than 1 to 2 families. The total net paid circulation amounts to 40,362, 3,437 lying outside the market area.

Again to gain the perspective of the size of the Market, in point of population it is greater than the state of Delaware, three times the size of Nevada, 80% the size of the state of Vermont and better than half the size of Montana. The total population of the Evansville Market is greater than the city of Atlanta, greater than Omaha, greater than Dallas and equivalent to the population of Denver.

The 72,866 families of this Market have a total annual Effective Buying Income of \$125,369,281 (Sales Management Survey for 1938) and spend at retail more than \$55,000,000 (Dept. of Commerce Report, 1935). Their Food bill runs to \$12,900,000; their drug-store bill \$2,150,000. They buy \$9,700,000 worth of automobiles and equipment.

Knit together by hundreds of miles of highways most of which branch out from Evansville like the spokes of a wheel, these 72,000 families constitute an important community of inter-dependent units.

Evansville, a city of more than 102,000 people, is the metropolitan capitol. Its influence is a natural consequence of its isolation - the distance that lies between it and other import metropolitan centers of the middle-west. It is 185 miles east of St. Louis; 145 miles west of Louisville; 180 miles south of Indianapolis; 298 miles south of Chicago; 177 miles northwest of Nashville. No other large city touches its area with any effect nor influences its people.

The make-up of the Evansville Market, like that of most sectional markets of the United States, consists of its metropolitan hub, the city of Evansville, some 250 smaller cities and towns and approximately 18,500 farms interspersed throughout the territory.

While Evansville is the principal population unit within the Market, it is but one part of the Market as shown by the following table:



P O P U L A T I O N

| <u>County</u>   | <u>Population</u> | <u>Per Cent<br/>Native White+</u> | <u>Total<br/>Families</u> | <u>Courier<br/>Circulation</u> | <u>Ratio<br/>Cir.to Fam.</u> |
|-----------------|-------------------|-----------------------------------|---------------------------|--------------------------------|------------------------------|
| <u>INDIANA</u>  |                   |                                   |                           |                                |                              |
| Vanderburgh     | 113,320           | 91.6%                             | 28,290                    | 18,210                         | 1 to 1.5                     |
| Posey           | 17,853            | 96.4%                             | 4,703                     | 2,663                          | 1 to 1.8                     |
| Spencer         | 16,713            | 96.4%                             | 4,254                     | 2,059                          | 1 to 2.1                     |
| Warrick         | 18,230            | 97.1%                             | 4,690                     | 2,876                          | 1 to 1.6                     |
| *Dubois         | 14,551            | 98.9%                             | 3,464                     | 1,766                          | 1 to 1.9                     |
| *Gibson         | 26,291            | 96.6%                             | 6,913                     | 3,371                          | 1 to 2.0                     |
| *Perry          | 10,783            | 98.6%                             | 2,677                     | 1,215                          | 1 to 2.2                     |
| *Pike           | 14,070            | 99.4%                             | 3,715                     | 1,256                          | 1 to 2.9                     |
| <u>KENTUCKY</u> |                   |                                   |                           |                                |                              |
| Union           | 17,053            | 87.9%                             | 4,042                     | 1,307                          | 1 to 3.1                     |
| *Henderson      | 19,573            | 82.7%                             | 5,013                     | 778                            | 1 to 6.4                     |
| *Hopkins        | 1,634             | 85.8%                             | 392                       | 131                            | 1 to 3.0                     |
| *Webster        | 8,408             | 84.8%                             | 2,139                     | 547                            | 1 to 3.9                     |
| <u>ILLINOIS</u> |                   |                                   |                           |                                |                              |
| *White          | 9,383             | 98.5%                             | 2,571                     | 746                            | 1 to 3.3                     |
| TOTALS          | 287,862           | 92.3%                             | 72,866                    | 36,925                         | 1 to 1.9                     |

(Total Paid Circulation 40,362--Only 3,437 lies outside 13-County Mkt.Area)

\*Only part of county used that is included in mkt. (Includes under 25 copies)

+Native White percentage figures apply to entire county in all cases.

\* \* \* \* \*

C O U R I E R    U R B A N    C I R C U L A T I O N

|                           |        |                        |        |
|---------------------------|--------|------------------------|--------|
| <u>INDIANA</u>            |        | <u>KENTUCKY</u>        |        |
| Vanderburgh (*Evansville) | 17,385 | Union                  | 700    |
| Posey                     | 1,239  | Henderson              | 617    |
| Spencer                   | 1,029  | Hopkins                | 409    |
| Warrick                   | 1,376  | Webster                | 496    |
| Dubois                    | 1,212  | <u>ILLINOIS</u>        |        |
| Gibson                    | 2,008  | White                  | 429    |
| Perry                     | 1,027  | All Other Counties     | 1,387  |
| Pike                      | 653    | All Other States       | 315    |
|                           |        | TOTAL URBAN            | 30,282 |
|                           |        | Rural Subscribers      | 10,080 |
| *City Zone--A.B.C.        |        | TOTAL CIRCULATION ---- | 40,362 |

Of the total population of the Market 97.7% is Native White as compared to 92.0% for the state of Indiana and 77.7% for the United States as a whole. 1.1% of the population is Foreign-born White and the great majority of these originate from Germany and Great Britain. 6.6% of the population are Negro. 96.8% of the population is Literate as compared to 97.8% for the state of Indiana and 95.7% for the United States as a whole.

Source of Information: Population, U.S.Census, 1930. Circulation: A.B.C. 3-31-38. See Pages 4 to 10.



POPULATIONDivision of Urban and Rural Population

| <u>Indiana</u>  | <u>Urban</u> | <u>Rural</u> | <u>Rural</u> |                 |
|-----------------|--------------|--------------|--------------|-----------------|
|                 |              |              | <u>Farm</u>  | <u>Non-farm</u> |
| Vanderburgh     | 102,249      | 11,071       | 5,744        | 5,327           |
| Posey           | 5,035        | 12,818       | 8,479        | 4,339           |
| Warrick         | 4,208        | 14,022       | 9,265        | 4,757           |
| Spencer         | --           | 16,713       | 10,134       | 6,579           |
| Dubois *        | 7,345        | 7,206        | 5,410        | 1,796           |
| Gibson *        | 10,347       | 15,944       | 9,710        | 6,234           |
| Perry *         | 4,873        | 5,910        | 2,652        | 3,258           |
| Pike *          | 2,609        | 11,461       | 6,721        | 4,740           |
| <u>Kentucky</u> |              |              |              |                 |
| Union           | 2,551        | 14,502       | 7,170        | 7,332           |
| Henderson *     | 11,668       | 7,905        | 5,606        | 2,299           |
| Hopkins *       | --           | 1,634        | 1,223        | 411             |
| Webster *       | --           | 8,408        | 4,041        | 4,367           |
| <u>Illinois</u> |              |              |              |                 |
| White *         | <u>2,932</u> | <u>6,451</u> | <u>3,331</u> | <u>3,120</u>    |
| Totals          | 153,817      | 134,045      | 79,486       | 54,559          |
| Per Cent        | 53.4%        | 46.6%        | 59.3%        | 40.7%           |

\*Includes part of County only included in Evansville Market.

Source of Information: U. S. Census, 1930.



WIRED HOMES

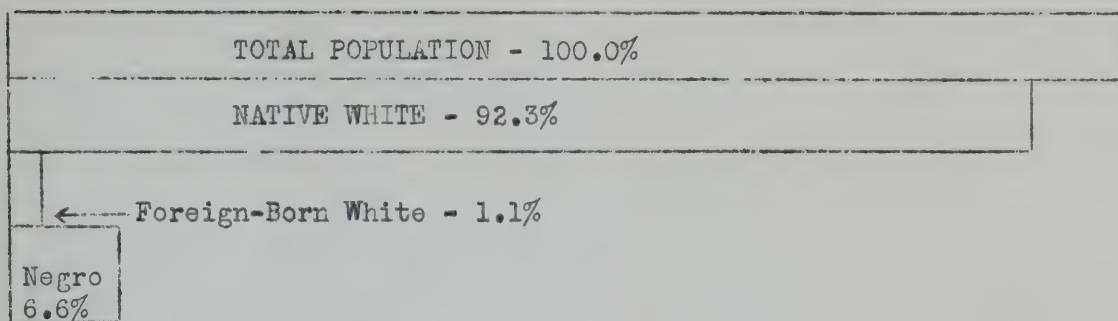
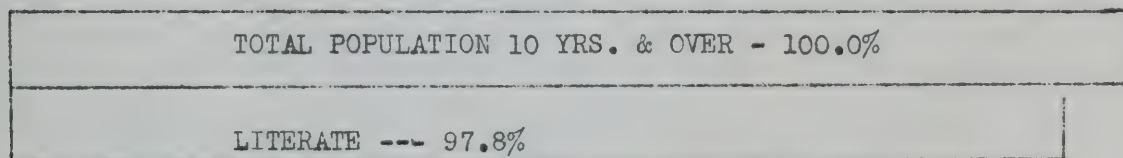
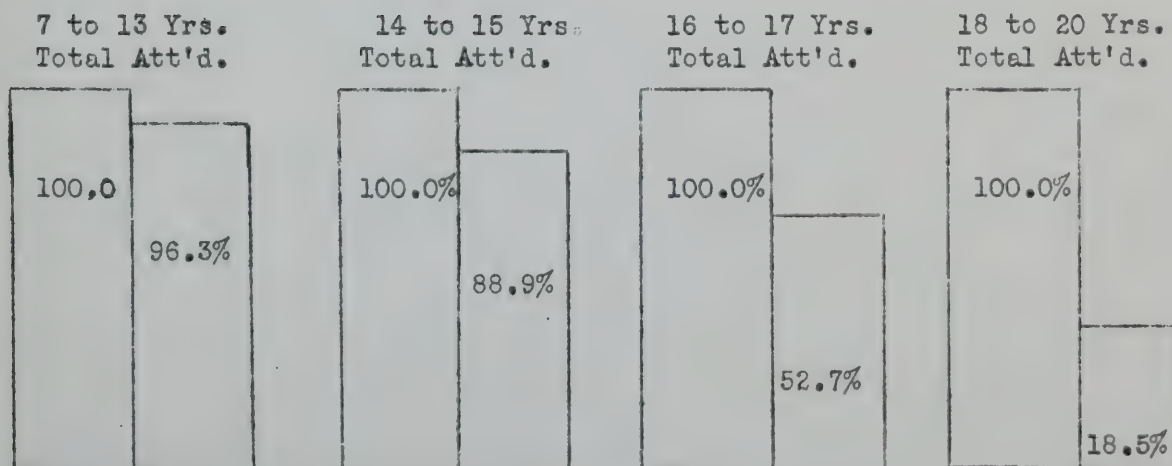
(Number of Domestic Electric Meters 1930)

DEPARTMENT OF COMMERCE  
Bureau of Foreign and Domestic Commerce  
-- from Consumer Market Data Handbook 1936

\*\*\*\*\*

| <u>NAME OF COUNTY</u>  | <u>WIRED HOMES</u><br><u>(Entire County)</u> |
|------------------------|----------------------------------------------|
| <u>I N D I A N A</u>   |                                              |
| Dubois                 | 2,239                                        |
| Gibson                 | 4,874                                        |
| Perry                  | 1,595                                        |
| Pike                   | 1,350                                        |
| Posey                  | 1,978                                        |
| Spencer                | 1,491                                        |
| Warrick                | 1,561                                        |
| <u>I L L I N O I S</u> |                                              |
| White                  | 1,765                                        |
| <u>K E N T U C K Y</u> |                                              |
| Henderson              | 2,821                                        |
| Hopkins                | 3,801                                        |
| Union                  | 1,275                                        |
| Webster                | 1,526                                        |
| Total 12 Counties      | 26,276                                       |
| Vanderburgh County     | 20,280                                       |
| TOTAL 13 COUNTIES      | 46,556                                       |



NATIVE WHITE, LITERACY & SCHOOL ATTENDANCENATIVE WHITELITERACY\*SCHOOL ATTENDANCE\*

\*Information given for 13 Counties Complete.



NATIONALITY ANALYSIS OF FOREIGN-BORN WHITE\*

|                          | <u>NUMBER</u> | <u>PER CENT</u> |
|--------------------------|---------------|-----------------|
| TOTAL FOREIGN-BORN WHITE | 3,673         |                 |
| England                  | 259           |                 |
| Scotland                 | 95            |                 |
| Northern Ireland         | 29            |                 |
| Irish Free State         | 88            |                 |
| Canada                   | 145           |                 |
| Wales                    | <u>6</u>      |                 |
| TOTAL .....              | 622           | 16.9%           |
| Sweden                   | 21            | .6%             |
| Netherlands              | 26            |                 |
| Belgium                  | 33            |                 |
| Switzerland              | <u>110</u>    |                 |
| TOTAL .....              | 169           | 4.6%            |
| Germany                  | 2,230         |                 |
| Austria                  | <u>45</u>     |                 |
| TOTAL .....              | 2,275         | 61.9%           |
| France                   | 119           | 3.2%            |
| Russia                   | 164           | 4.5%            |
| Italy                    | 59            | 1.6%            |
| Czechoslovakia           | 20            |                 |
| Hungary                  | 19            |                 |
| Yugoslavia               | 1             |                 |
| Rumania                  | <u>7</u>      |                 |
| TOTAL .....              | 47            | 1.3%            |
| Poland                   | 49            |                 |
| Lithuania                | <u>8</u>      |                 |
| TOTAL .....              | 57            | 1.6%            |
| Greece                   | 26            | .7%             |
| Palestine & Syria        | 2             | .1%             |
| All Others               | 112           | 3.0%            |

\*Figures include entire counties of Vanderburgh, Posey, Spencer, Warrick, Dubois, Gibson, Perry, Pike, White, Union, Henderson, Hopkins, Webster.

Source of Information: U.S. Census, 1930





## THE EVANSVILLE MARKET

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## EFFECTIVE BUYING INCOME

## R E T A I L

| County                | Effective<br>Buying Income | Retail Sales<br>**Total | Food       | Eating<br>Places | Gen'l. Stores<br>(with food) | Gen'l.<br>Mdse. |
|-----------------------|----------------------------|-------------------------|------------|------------------|------------------------------|-----------------|
| <u>INDIANA</u>        |                            |                         |            |                  |                              |                 |
| Vanderburgh           | 74,677,000                 | 31,684,000              | 7,459,000  | 1,958,000        | 39,000                       | 3,990,000       |
| Posey                 | 5,616,000                  | 2,821,000               | 673,000    | 140,000          | 317,000                      | 154,000         |
| Warrick               | 5,102,000                  | 2,286,000               | 429,000    | 140,000          | 318,000                      | 271,000         |
| Spencer               | 4,082,000                  | 1,692,000               | 329,000    | 127,000          | 235,000                      | 43,000          |
| Dubois*               | 3,748,860                  | 2,308,716               | 400,961    | 163,643          | 299,658                      | 106,970         |
| Gibson*               | 9,332,343                  | 4,039,223               | 877,480    | 276,081          | 235,636                      | 379,831         |
| Perry*                | 3,031,344                  | 1,347,145               | 345,704    | 62,266           | 199,121                      | 119,343         |
| Pike*                 | 3,908,450                  | 1,480,872               | 426,546    | 61,918           | 211,553                      | 113,516         |
| <u>KENTUCKY</u>       |                            |                         |            |                  |                              |                 |
| Union                 | 4,040,000                  | 2,625,000               | 589,000    | 98,000           | 386,000                      | 138,000         |
| Henderson*            | 7,114,872                  | 2,840,485               | 862,716    | 157,060          | 1,488                        | 198,745         |
| Hopkins*              | 414,305                    | 230,596                 | 53,858     | 8,758            | 29,979                       | 18,868          |
| Webster*              | 1,632,319                  | 881,561                 | 232,572    | 45,859           | 250,178                      | 81,891          |
| <u>ILLINOIS</u>       |                            |                         |            |                  |                              |                 |
| White                 | 2,669,788                  | 1,566,504               | 299,342    | 104,434          | 163,371                      | 49,632          |
| Total Market          | 125,369,281                | 55,803,102              | 12,978,179 | 3,343,019        | 2,685,984                    | 5,664,796       |
| City of<br>Evansville | 66,461,850                 | 30,510,000              | 6,942,000  | 1,897,000        | 23,000                       | 3,990,000       |
| % Total Mkt.          | 53                         | 54.7                    | 53.4       | 56.7             | .9                           | 70.4            |
| Bal. of Mkt.          | 58,907,431                 | 25,293,102              | 6,036,179  | 1,446,019        | 2,662,984                    | 1,674,796       |
| % Total Mkt.          | 47                         | 45.3                    | 46.6       | 43.3             | 99.1                         | 29.6            |

All information in the above table has been taken from the Department of Commerce Census of Retail Distribution for 1935, and Sales Management, April 10, 1938. The figures for those counties, only a part of which is included in the Evansville Market, have been secured by arriving at a per capita figure for the entire county and applying it to the population included in the Market.

It has been necessary, also, to estimate Retail Sales in several instances where figures were not furnished in the 1935 Retail Census report. In these cases information was withheld by the Department of Commerce "to avoid disclosure". This is true of the classifications "General Stores including Food" for Henderson.

\*Figures apply to part of county included in market only.

\*\* It is estimated that Retail Sales Increased approximately 25% in 1937 over the year of 1935.

## &amp; RETAIL SALES

## S A L E S

| Apparel   | Automotive | Filling<br>Stations | Furniture<br>& H.E. | Lbr. &<br>Bldg. Mat. | Drug      | Other Stores<br>Inc. Liquor |
|-----------|------------|---------------------|---------------------|----------------------|-----------|-----------------------------|
| 4,758,000 | 4,853,000  | 1,838,000           | 2,218,000           | 1,014,000            | 1,376,000 | 2,181,000                   |
| 50,000    | 591,000    | 213,000             | 51,000              | 366,000              | 87,000    | 179,000                     |
| 3,000     | 613,000    | 109,000             | 51,000              | 237,000              | 48,000    | 67,000                      |
| 49,000    | 315,000    | 154,000             | 13,000              | 209,000              | 49,000    | 169,000                     |
| 97,053    | 490,221    | 132,473             | 69,425              | 271,322              | 51,006    | 225,984                     |
| 160,901   | 804,504    | 287,511             | 125,731             | 602,279              | 110,784   | 178,485                     |
| 98,587    | 217,281    | 89,507              | 44,105              | 107,668              | 42,808    | 20,755                      |
| 21,500    | 240,792    | 141,035             | 30,100              | 108,356              | 55,038    | 70,518                      |
| 121,000   | 526,000    | 146,000             | 60,000              | 323,000              | 135,000   | 103,000                     |
| 320,076   | 582,835    | 193,534             | 78,902              | 195,023              | 113,143   | 136,963                     |
| 15,818    | 46,189     | 13,116              | 8,148               | 24,010               | 8,497     | 3,355                       |
| 2,457     | 98,270     | 39,717              | 23,748              | 42,584               | 42,174    | 22,111                      |
| 87,890    | 335,532    | 194,391             | 30,502              | 229,547              | 35,673    | 36,190                      |
| 5,785,282 | 9,713,624  | 3,551,284           | 2,803,661           | 3,729,789            | 2,154,123 | 3,393,361                   |
| 4,758,000 | 4,786,000  | 1,585,000           | 2,198,000           | 883,000              | 1,376,000 | 2,072,000                   |
| 82.2      | 49.7       | 44.6                | 78.3                | 23.6                 | 63.8      | 61.6                        |
| 1,027,282 | 4,927,624  | 1,966,284           | 605,661             | 2,846,789            | 778,123   | 1,321,361                   |
| 17.8      | 50.3       | 55.4                | 21.7                | 76.4                 | 36.2      | 38.4                        |

County "General Merchandise" for Henderson County, "Apparel" for Pike County, "Apparel" for Warrick County, "Furniture & Household, including Radio" for Warrick County, "Furniture & Household, including radio" for Pike County, and "Drug" for Henderson County. In these instances a careful check has been made of previous years figures and estimates arrived at accordingly.

The city of Evansville has been given credit for all of the "Drug" Retail Sales for Vanderburgh County inasmuch as no figure was furnished for the city and in view of the fact that only one store out of a total of 54 for the county was located outside Evansville.



The City of  
EVANSVILLE

Evansville, the geographical center of this large Market is the Market's natural trade center and the hub of the Market's commercial activities. This influence which the city exercises over such a large area is greatly enhanced by the distance which it lies from other important metropolitan cities.

POPULATION: Evansville population stood at 102,249 according to the U.S. Census of 1930. (Its estimated population for 1937 is 114,500.) Of its 102,249 people, 93,632 or 91.6% are classified Native White, 2,082 (2.0%) Foreign Born White, and 6,514 (6.4%) Negro. The predominant nationality of the foreign born population is German. Evansville population growth from 1920 to 1930 amounted to 19.9% as compared to the population growth for the state of Indiana of 10.5%.

There are 25,716 families in the city. The average size of the family is 3.99.

LITERACY: The literacy rate among the population of ten years of age and over is 98.2% as compared to 98.3% for the state of Indiana.

EDUCATION: 97.8% of the children between the ages of 7 and 13 attend schools; 94.8% of children between 14 and 15; 54.1% of children between 16 and 17; 15.4% between the ages of 18 and 20. There are 20 public grade schools, 5 high schools and 9 parochial schools. The total budget appropriations for Evansville schools runs in excess of \$1,500,000. There is also one college (Evansville College) and one Business College.

CIVIC: Evansville supports 5 hospitals with a combined total of 585 beds; 7 libraries, including branches with a combined total of 24,656 volumes. There are 14 parks which cover 652 acres and with a combined value of \$2,000,000.

THEATRES: There are 13 theatres with a total seating capacity of 9,697.

CLIMATE: Mean temperature for a 38 year period, 57.3 degrees; mean minimum, 48.6 degrees; mean maximum, 66.0 degrees.

WIRED HOME, PHONES, ETC.: There are 23,916 homes wired for electricity, 16,775 gas meters, and 12,600 resident phones in metropolitan Evansville and suburbs.

TRANSPORTATION: Evansville is served by five railroads: Louisville & Nashville, Illinois Central, The Southern, Big Four, and Chicago & Eastern Illinois. Each railroad has terminal facilities consisting of freight houses, team tracks, switch tracks, and providing ample capacity. Two belt lines encircling the city facilitates and expedites handling of freight. Through merchandise service is furnished by all Evansville railroads. Through package service cars are loaded daily at Evansville for important points.



Overnight service is rendered for Chicago, Indianapolis, Nashville, Louisville, St. Louis and Cincinnati. Passenger trains coming into Evansville daily number 23; outgoing, 23. Freight trains incoming, 18; outgoing 18.

U. S. Highway 41 is the main north and south artery through Indiana as well as the principal route between Chicago and Florida. It connects Princeton with Evansville and extends on south into Kentucky. Together with U. S. Highway 60 which runs through Morganfield and joins it at Henderson, 41 also furnishes the main connection between Evansville and the Market's Kentucky counties. State Highways 66 and 65 connect Evansville with the west and northwest sections of the Market - Carmi in Illinois and New Harmony and Cynthiana in Indiana. Highway 66 passes through Evansville and extends east, feeding traffic from Rockport and other points in the eastern sections of the Market. Still another state highway - 62 - feeds from the north, running from Boonville to Evansville and connecting at Boonville with 61 which extends even farther north. Bus lines run into Evansville over all of these routes.

In 1933 the New Henderson bridge was completed and opened to traffic. Previous to that time, Kentucky residents could reach Evansville only by circuitous route involving the use of a ferry. Since the opening of the Henderson bridge the retail trade in Evansville has reflected greatly increased trade from these Kentucky families.

Evansville is also an important river terminal equipped with complete facilities for handling freight up the Ohio as far as Pittsburgh and on down the Mississippi. All facilities are coordinated with rail facilities to insure uninterrupted transportation from river to inland points.

BANKS: Evansville has 3 National and 4 State Banks, 3 Trust Companies and 3 Savings Banks. Combined deposits for all banks at close of January 1, 1938 amounted to \$54,244,491.64.

INDUSTRIES: Evansville contains 213 industrial concerns. The products of these companies include automobiles, automobile bodies, barrels, metal beds, brick and tile, brooms, cigars, mens' and boys' clothing, heavy contracting machinery, dies, elevators, flour, foundry products, furniture, infants' food, meat products, paints and varnishes, plows, refrigerators, stoves and ranges and toys. A complete listing of Evansville manufacturers will be found on the following page.

The total number of men and women normally employed in Evansville's Manufacturing establishments number 24,513; the annual payroll \$23,500,000; value of products, \$113,875,000.

The Total of ALL employment in Vanderburgh County is approximately 36,088 Male and 11,749 female. Balance other 12 counties approximately 110,000 male and 20,000 female. (Source W.P.A. project survey number 65-52-4196-1936)



LIST OF EVANSVILLE MANUFACTURERS

|                                   |                              |
|-----------------------------------|------------------------------|
| Chrysler-Dodge Corp.              | Grote Mfg. Co.               |
| Briggs Indiana Corp.              | Hartig Foundry               |
| Hercules Body Co.                 | Healey Brass Foundry Co.     |
| Anchor Supply Co.                 | Holtz Co., Inc.              |
| Hoosier Bag & Burlap Co.          | American Woodkraft Corp.     |
| Emrich Cooperage Co.              | Evansville Desk Co.          |
| Philip S. Ferguson                | Imperial Desk Co.            |
| A. A. Wittekindt                  | Karges Furn. Co.             |
| Evansville Basket & Crate Co.     | Monitor Furniture Co.        |
| Evansville Metal Bed Co.          | National Furniture Co.       |
| F. W. Cook Co.                    | North Star Furniture Corp.   |
| Sterling Brewers, Inc.            | Specialty Furniture Co.      |
| Bernardin Bottle Cap Co.          | Mead Johnson & Co.           |
| Leigh Banana Case Co.             | Hugh J. Baker & Co.          |
| Best Brick Co.                    | International Steel Corp.    |
| Standard Brick & Tile Corp.       | Geo. L. Mesker & Co.         |
| Evansville Ass'n. for Blind       | Hoosier Lamp & Stamp Co.     |
| Lasting Broom & Mop Co.           | Bucyrus Erie Co.             |
| Southwestern Broom Mfg. Co.       | Schmadel Packing Co.         |
| American Packing Corp.            | Stahl Packing Co.            |
| Evansville Casket Co.             | Swift & Co.                  |
| Faultless Castor Co.              | Weil Packing Co.             |
| H. Fendrich, Inc.                 | Red Spot Paint & Varnish Co. |
| General Cigar Co.                 | Blount Plow Works            |
| Metropolitan Cigar Corp.          | Ferguson-Sherman, Inc.       |
| Val Roma Cigar Co.                | Vulcan Plow Co.              |
| Stanley Clothing Co.              | Crown Potteries Co.          |
| H. N. Robinson Co.                | National Helfrich Potteries  |
| Sunbeam Elec. Mfg. Co.            | Uhl Pottery Co.              |
| Holsclaw Bros.                    | Servel, Inc.                 |
| Machine Service Corp.             | Never Split Seat Co.         |
| F. Grote Mfg. Co.                 | Peerless Seating Co.         |
| American Soya Products Corp.      | Advance Stove Works          |
| Igleheart Bros.                   | Crescent Stove Works         |
| Sunnyside Milling Co.             | Indiana Stove Works          |
| Evansville Malleable Castings Co. | Reese Stove Works            |
|                                   | Indian Archery & Toy Corp.   |



## DETAILED RETAIL SALES AND OUTLETS

CITY OF EVANSVILLE

|                                     | <u>Stores</u> | <u>Sales</u> |
|-------------------------------------|---------------|--------------|
| <u>FOOD STORES:</u>                 |               |              |
| Candy & confectionery stores        | 28            | \$ 112,000   |
| Dairy products stores & milk dlrs.  | 8             | 172,000      |
| Delicatessen stores                 | 3             | 29,000       |
| Fruit stores & vegetable markets    | 5             | 10,000       |
| Grocery stores (without meats)      | 84            | 1,356,000    |
| Combination stores (groc. & meats)  | 314           | 4,790,000    |
| Meat markets (including sea food)   | 34            | 388,000      |
| Bakeries & caterers                 | 6             | 60,000       |
| Other food stores                   | 8             | 25,000       |
| Totals                              | 490           | \$6,942,000  |
| <u>GENERAL STORES (WITH FOOD):</u>  | 3             | 23,000       |
| <u>GENERAL MERCHANDISE GROUP:</u>   |               |              |
| Dry goods & general m'dse stores    | 13            | \$ 302,000   |
| Department stores                   | 5             | 2,679,000    |
| Variety, 5 & 10, to-a-dollar stores | 8             | 1,009,000    |
| Totals                              | 26            | \$3,990,000  |
| <u>APPAREL GROUP:</u>               |               |              |
| Men's furnishings stores            | 5             | \$ 98,000    |
| Men's clothing - furnishing stores  | 12            | 1,093,000    |
| Family clothing stores              | 7             | 576,000      |
| Women's ready-to-wear stores        | 21            | 1,907,000    |
| Furriers & fur shops                | --            | ----         |
| Millinery stores                    | 15            | 170,000      |
| Custom tailors                      | 3             | 20,000       |
| Accessories - other apparel stores  | 6             | 45,000       |
| Shoe stores                         | 24            | 849,000      |
| Totals                              | 93            | \$4,758,000  |
| <u>AUTOMOTIVE GROUP:</u>            |               |              |
| Motor-vehicle dealers (new)         | 17            | \$3,386,000  |
| Used-car dealers                    | 7             | 493,000      |
| Auto accessories - tire dealers     | 17            | 690,000      |
| Garages                             | 59)           | 217,000      |
| Other automotive                    | 2)            |              |
| Totals                              | 102           | \$4,786,000  |



|                                        | <u>Stores</u>                   | <u>Sales</u> |
|----------------------------------------|---------------------------------|--------------|
| <u>FILLING STATIONS:</u>               | 109                             | \$1,585,000  |
| <u>FURNITURE-HOUSEHOLD GROUP:</u>      |                                 |              |
| Furniture stores                       | 26                              | \$1,348,000  |
| Floorcovering-drapery stores           | 3                               | 60,000       |
| Household appliance - radio stores     | 8                               | 680,000      |
| Radio dealers                          | 5                               | 45,000       |
| Other home furnishings stores          | 5                               | 73,000       |
| Totals                                 | 47                              | \$2,206,000  |
| <u>LUMBER-BUILDING-HARDWARE GROUP:</u> |                                 |              |
| Lumber & building-material dlrs.       | 9                               | \$ 315,000   |
| Hardware stores                        | 7)                              | 160,000      |
| Hardware & farm implement dlrs.        | 2)                              | 43,000       |
| Heating & plumbing equip. dlrs.        | 3                               | 365,000      |
| Paint, glass, wall-paper stores        | 11                              |              |
| Electrical supply stores               | Combined with "Hardware stores" |              |
| Totals                                 | 32                              | \$ 883,000   |
| <u>EATING &amp; DRINKING PLACES:</u>   |                                 |              |
| Restaurants-cafeterias-lunch rooms     | 123                             | \$1,062,000  |
| Lunch counters, refreshment stands     | 97                              | 440,000      |
| Drinking places                        | 44                              | 395,000      |
| Totals                                 | 264                             | \$1,897,000  |
| <u>DRUG STORES:</u>                    |                                 |              |
| Drug stores with fountain              | 38                              | \$1,190,000  |
| Drug stores without fountain           | 15                              | 178,000      |
| Totals                                 | 53                              | \$1,368,000  |
| <u>OTHER RETAIL STORES:</u>            |                                 |              |
| Cigar stores & cigar stands            | 13                              | \$ 135,000   |
| Florists                               | 6                               | 91,000       |
| Fuel & ice dealers                     | 42                              | 288,000      |
| Hay, grain & feed stores               | 5                               | 81,000       |
| Farm & garden supply stores            | 6                               | 175,000      |
| Jewelry stores                         | 16                              | 312,000      |
| News dealers                           | 4                               | 23,000       |
| Beer & liquor stores (packaged)        | 13                              | 98,000       |
| Other classifications                  | 40                              | 813,000      |
| Totals                                 | 145                             | \$2,016,000  |
| <u>SECOND-HAND STORES:</u>             | 18                              | \$ 56,000    |

NOTE: For detail description of retail and wholesale outlets see chapter on "Distribution Facilities".

SOURCE: U. S. Census of Business, Retail Distribution, 1935.



This and the following 5 pages of facts are taken from a real property survey known as WPA PROJECT NUMBER 65-52-4196.  
Inventory began March 27, 1936--Completed June 11, 1936

### DWELLING STRUCTURES IN EVANSVILLE CORPORATE LIMITS

| <u>STRUCTURES BY TYPE</u>    | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|------------------------------|---------------------------------|-----------------------------|
| Total, All Types             | 21036                           | 100.                        |
| Single Family, Detached      | 17890                           | 85.04                       |
| Single Family, Attached      | 140                             | .70                         |
| Single Family, Semi-Detached | 665                             | 3.16                        |
| Two Family, Two Decker       | 147                             | .70                         |
| Three Family, Three Decker   | 1                               | .00                         |
| Four Family                  | 28                              | .13                         |
| Apartments 5 to 9            | 24                              | .12                         |
| Apartments 10 to 19          | 9                               | .04                         |
| Apartments 20 to 39          | 3                               | .01                         |
| Apartments 40 or more        | 1                               | .00                         |
| Flats over Commercial        | 725                             | 3.44                        |
| Partially Converted          | 633                             | 3.00                        |
| Completely Converted         | 601                             | 2.86                        |
| Other                        | 169                             | .80                         |

### STRUCTURES BY EXTERIOR MATERIALS

|                      | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|----------------------|---------------------------------|-----------------------------|
| Total, All Materials | 21036                           | 100.                        |
| Wood                 | 18472                           | 87.8                        |
| Brick                | 2320                            | 11.0                        |
| Stone                | 42                              | .2                          |
| Stucco               | 80                              | .4                          |
| Other                | 122                             | .6                          |

### STRUCTURES BY STORIES

|                          | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|--------------------------|---------------------------------|-----------------------------|
| Total, All Stories       | 21036                           | 100.                        |
| One-Story                | 12730                           | 60.5                        |
| One and one-half stories | 3845                            | 18.3                        |
| Two Stories              | 4253                            | 20.3                        |
| Two and one-half stories | 155                             | .7                          |
| Three Stories            | 50                              | .2                          |
| Four Stories             | 3                               | .0                          |

### STRUCTURES BY BASEMENT

|                  | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|------------------|---------------------------------|-----------------------------|
| With Basement    | 7860                            | 37.4                        |
| Without Basement | 13176                           | 62.6                        |



DWELLING STRUCTURES IN EVANSVILLE CORPORATE LIMITS

| <u>STRUCTURES BY YEAR BUILT</u> | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|---------------------------------|---------------------------------|-----------------------------|
| <u>Year</u>                     |                                 |                             |
| All years                       | 21036                           | 100.0                       |
| Before 1860                     | 237                             | 1.1                         |
| 1860 - 1884                     | 2509                            | 11.9                        |
| 1885 - 1894                     | 3430                            | 16.3                        |
| 1895 - 1904                     | 4142                            | 19.7                        |
| 1905 - 1914                     | 3908                            | 18.6                        |
| 1915 - 1919                     | 1818                            | 8.7                         |
| 1920 - 1924                     | 2215                            | 10.5                        |
| 1925 - 1929                     | 2359                            | 11.2                        |
| 1930 - 1934                     | 410                             | 2.0                         |
| 1935                            | 8                               | .0                          |

| <u>STRUCTURES BY CONDITION</u> | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|--------------------------------|---------------------------------|-----------------------------|
| Total, All Conditions          | 21036                           | 100.0                       |
| Good Condition                 | 6242                            | 29.7                        |
| Minor Repairs Needed           | 10835                           | 51.5                        |
| Major Repairs Needed           | 3439                            | 16.4                        |
| Unfit for use                  | 512                             | 2.4                         |
| Under construction             | 8                               | .0                          |

| <u>STRUCTURES BY GARAGES</u>     | <u>Number of<br/>Structures</u> |
|----------------------------------|---------------------------------|
| No. of Structures with garage    | 13693                           |
| No. of Structures without garage | 7343                            |
| Car Capacity of above garages    | 17320                           |

ENCUMBRANCE OF OWNER OCCUPIED STRUCTURES

|           | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|-----------|---------------------------------|-----------------------------|
| Mortgaged | 3428                            | 36.                         |
| Free      | 6105                            | 64.                         |



ESTIMATED VALUE OF OWNER-OCCUPIED STRUCTURES

| <u>VALUE</u>       | <u>Number of<br/>Structures</u> | <u>Percent<br/>of Total</u> |
|--------------------|---------------------------------|-----------------------------|
| Total, All Values  | 9533                            | 100.0                       |
| Under \$1000       | 535                             | 5.6                         |
| \$1000 to \$1499   | 1033                            | 10.8                        |
| \$1500 to \$1999   | 1601                            | 16.8                        |
| \$2000 to \$2499   | 1342                            | 14.1                        |
| \$2500 to \$2999   | 1187                            | 12.5                        |
| \$3000 to \$3999   | 1822                            | 19.1                        |
| \$4000 to \$4999   | 831                             | 8.7                         |
| \$5000 to \$5999   | 451                             | 4.1                         |
| \$6000 to \$7999   | 406                             | 4.3                         |
| \$8000 to \$9999   | 150                             | 1.6                         |
| \$10000 to \$14999 | 103                             | 1.1                         |
| \$15000 to \$19999 | 50                              | .5                          |
| \$20000 to \$24999 | 8                               | .1                          |
| \$25000 or more    | 14                              | .1                          |

D W E L L I N G      U N I T S

| <u>DWELLING UNITS BY OCCUPANCY</u> | <u>Number of<br/>Dwelling Units</u> | <u>Percent<br/>of Total</u> |
|------------------------------------|-------------------------------------|-----------------------------|
| Total, All Units                   | 24300                               | 100.0                       |
| Owner Occupied                     | 9533                                | 39.2                        |
| Tenant Occupied                    | 14153                               | 58.2                        |
| Building Employee                  | 16                                  | .1                          |
| Vacant                             | 598                                 | 2.5                         |

| <u>MONTHLY RENTAL</u>             | <u>NUMBER of<br/>Dwelling Units</u> | <u>Percent<br/>of Total</u> |
|-----------------------------------|-------------------------------------|-----------------------------|
| Total, All Rents                  | 24300                               | 100.0                       |
| Under \$5.00 ) 40.8% Rent         | 377                                 | 1.6                         |
| \$5.00 to \$9.99 ) for less       | 2668                                | 11.0                        |
| \$10.00 to \$14.99 ) than \$15.00 | 6852                                | 28.2                        |
| \$15.00 to \$19.99                | 4635                                | 19.1                        |
| \$20.00 to \$24.99                | 2879                                | 11.8                        |
| \$25.00 to \$29.99                | 2471                                | 10.2                        |
| \$30.00 to \$39.99                | 2458                                | 10.1                        |
| \$40.00 to \$49.99                | 1035                                | 4.3                         |
| \$50.00 to \$74.99                | 742                                 | 3.0                         |
| \$75.00 to \$99.99                | 126                                 | .5                          |
| \$100.00 and over                 | 57                                  | .2                          |



NUMBER & AGES OF PERSONS

| <u>YEAR GROUPS</u> | <u>NUMBER</u> | <u>PERCENT</u> |
|--------------------|---------------|----------------|
| Total all Groups   | 89288         | 100.0          |
| Under 1 year       | 1256          | 1.4            |
| 1 to 4 years       | 4947          | 5.5            |
| 5 to 14 years      | 14600         | 16.4           |
| 15 to 19 years     | 7038          | 7.9            |
| 20 to 59 years     | 52320         | 58.6           |
| 60 to 64 years     | 3975          | 4.5            |
| 65 and over        | 5092          | 5.7            |

PLUMBING

|                                   | <u>OCCUPIED</u> | <u>PERCENT</u> | <u>VACANT</u> | <u>PERCENT</u> |
|-----------------------------------|-----------------|----------------|---------------|----------------|
| Total Units                       | 23702           | 100.0          | 598           | 100.0          |
| 2 Toilets, 2 Baths                | 353             | 1.5            | 14            | 2.3            |
| 2 Toilets, 1 Bath                 | 228             | 1.0            | 5             | .8             |
| 1 Toilet, 1 Bath                  | 14340           | 60.5           | 251           | 42.0           |
| 1 Toilet, Less than 1 Bath        | 2867            | 12.1           | 77            | 12.9           |
| Shared Toilet, Running Water      | 1259            | 5.3            | 45            | 7.5            |
| Shared Toilet, No Running Water   | 40              | .2             |               |                |
| No Toilet, But with Running Water | 2477            | 10.4           | 74            | 12.4           |
| No Toilet, No Running Water       | 2138            | 9.0            | 132           | 22.1           |



## BATH ROOMS, BATH UNITS, AND FLUSH TOILETS

|          | <u>Number of Dwelling Units</u> |                      |                       |                      |                          |                      |
|----------|---------------------------------|----------------------|-----------------------|----------------------|--------------------------|----------------------|
|          | <u>Bath<br/>Rooms</u>           | <u>Per-<br/>cent</u> | <u>Bath<br/>Units</u> | <u>Per-<br/>cent</u> | <u>Flush<br/>Toilets</u> | <u>Per-<br/>cent</u> |
| Total    | 24300                           | 100.0                | 24300                 | 100.0                | 24300                    | 100.0                |
| None     | 6165                            | 25.4                 | 6165                  | 25.4                 | 4821                     | 19.8                 |
| Shared   | 2944                            | 12.1                 | 2944                  | 12.1                 | 1344                     | 5.5                  |
| One      | 14824                           | 61.0                 | 14824                 | 61.0                 | 17535                    | 72.2                 |
| Over One | 367                             | 1.5                  | 367                   | 1.5                  | 600                      | 2.5                  |

RUNNING WATER

|              | <u>Number of<br/>Dwelling Units</u> | <u>Percent<br/>of Total</u> |
|--------------|-------------------------------------|-----------------------------|
| Total        | 24300                               | 100.0                       |
| Hot and Cold | 12456                               | 51.3                        |
| Cold only    | 9453                                | 38.9                        |
| None         | 2391                                | 9.8                         |

HEATING FACILITIES

|                            | <u>Number of<br/>Dwelling Units</u> | <u>Percent<br/>of Total</u> |
|----------------------------|-------------------------------------|-----------------------------|
| Total, All Types           | 24300                               | 100.0                       |
| Central Steam or Hot Water | 2073                                | 8.5                         |
| Central Warm Air           | 8109                                | 33.4                        |
| Other Installed            | 14118                               | 58.1                        |

LIGHTING FACILITIES USED

|                  | <u>Number of<br/>Dwelling Units</u> | <u>Percent<br/>of total</u> |
|------------------|-------------------------------------|-----------------------------|
| Total, All Types | 24300                               | 100.0                       |
| Electric         | 21877                               | 90.0                        |
| Gas              | 95                                  | .4                          |
| Other            | 2328                                | 9.6                         |

COOKING FACILITIES USED

|                  | <u>Number of<br/>Dwelling Units</u> | <u>Percent<br/>of Total</u> |
|------------------|-------------------------------------|-----------------------------|
| Total, All Types | 24300                               | 100.0                       |
| Gas or Electric  | 16838                               | 69.3                        |
| Other Installed  | 7462                                | 30.7                        |



SUMMARY OF SUBSTANDARD CONDITIONS

|       |       |                                                                                                                                                             |
|-------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4821  | 19.8% | of the dwelling units have no toilet facilities<br>(4615 are occupied)                                                                                      |
| 4100  | 16.9% | of the dwelling units have outside toilets only                                                                                                             |
| 1344  | 5.5%  | of the dwelling units have only partial use of indoor<br>toilets (1299 are occupied)                                                                        |
| 6165  | 25.4% | of the dwelling units have toilet facilities below the<br>standard of one inside, toilet per family<br>(5914 are occupied)                                  |
| 2944  | 12.1% | of the dwelling units have only partial use of a tub or<br>shower (2867 are occupied)                                                                       |
| 2310  | 9.5%  | of the dwelling units have no running water inside the<br>unit (2178 are occupied)                                                                          |
| 348   | 1.4%  | of the dwelling units use wells for drinking water.                                                                                                         |
| 2423  | 10.0% | of the dwelling units do not have electric lights<br>(2196 are occupied)                                                                                    |
| 14118 | 58.1% | of the occupied dwelling units have only heating stoves<br>or similar means of providing heat<br>(13675 are occupied)                                       |
| 653   | 2.7%  | of the dwelling units are unfit for habitation<br>(571 are occupied)                                                                                        |
| 4187  | 17.2% | of the dwelling units are in need of major repairs<br>and their condition makes their use for living purposes<br>questionable (4018 are occupied)           |
| 4840  | 19.9% | total number of dwelling units either unfit for habi-<br>tation or whose conditions makes their use for living<br>purposes questionable (4589 are occupied) |
| 1245  | 13.1% | of the owner occupied units are crowded or over-<br>crowded                                                                                                 |
| 3950  | 27.9% | of the tenant occupied units are crowded or over-<br>crowded                                                                                                |
| 382   | 2.7%  | of the tenant occupied units are overcrowded.                                                                                                               |
| 5159  | 21.9% | of the total number of occupied dwelling units are<br>crowded or overcrowded                                                                                |
| 45    | 7.6%  | of the vacant units have remained vacant for over<br>three years                                                                                            |
| 2746  | 13.1% | of the dwelling structures are over 50 years of<br>age                                                                                                      |
| 1234  | 5.1%  | of the dwelling structures are converted from their<br>original use.                                                                                        |

## For Reference:

|                                          |              |          |
|------------------------------------------|--------------|----------|
| Total number of owner occupied units     | 9533         |          |
| Total number of tenant occupied units    | <u>14169</u> |          |
| Total number of occupied dwelling units  |              | 23702    |
| Total number of vacant dwelling units    | 590          | 590      |
| Total number of units under construction | 8            | <u>8</u> |
| Total number of dwelling units           |              | 24300    |
| Total number of dwelling structures      |              | 21028    |
| Total number of families                 |              | 23702    |



## HOME OWNERSHIP

City of Evansville

While changes which have occurred during the past five to ten years in our entire economic structure have made it difficult to use income tax returns as a true or accurate measure of population-worth, attention is being more and more directed to home-ownership, home values and rents as a gauge not only to purchasing ability but to general worth and substantialness.

After all, the heads of families buy and maintain homes in direct proportion to their incomes quite uniformly throughout the country. A man cannot long keep up a home the cost of which is taking a disproportionate part of his income, nor, in the face of the other needs of his family, will he pay rent not in keeping with his income. It has been estimated by authorities and students of sociology that the average portion of the family income which goes to pay rent or maintain an owned home amounts to approximately 25%.

The United States Census furnishes information regarding the number of owned homes and the number of rent-paying families for the principal cities of the country. And with this information we can compare Evansville with other cities of comparable size in the state of Indiana. The following table gives this comparison and from it the conclusion can be drawn that Evansville is a normal city in regard to the proportion of its families owning homes and those paying rent. It has a smaller percentage of home-owning families than either South Bend or Fort Wayne and a higher percentage than Gary and Indianapolis.

|              | <u>Total<br/>Families</u> | <u>Home<br/>Owners</u> | <u>Per<br/>Cent*</u> | <u>Rent<br/>Payers</u> | <u>Per<br/>Cent*</u> |
|--------------|---------------------------|------------------------|----------------------|------------------------|----------------------|
| Evansville   | 25,716                    | 12,002                 | 46.7                 | 12,996                 | 50.5                 |
| Indianapolis | 98,610                    | 41,030                 | 41.6                 | 56,001                 | 56.8                 |
| Fort Wayne   | 29,145                    | 16,899                 | 58.0                 | 12,091                 | 41.5                 |
| South Bend   | 25,633                    | 15,047                 | 58.7                 | 10,197                 | 39.8                 |
| Gary         | 23,103                    | 9,159                  | 39.6                 | 13,500                 | 58.4                 |

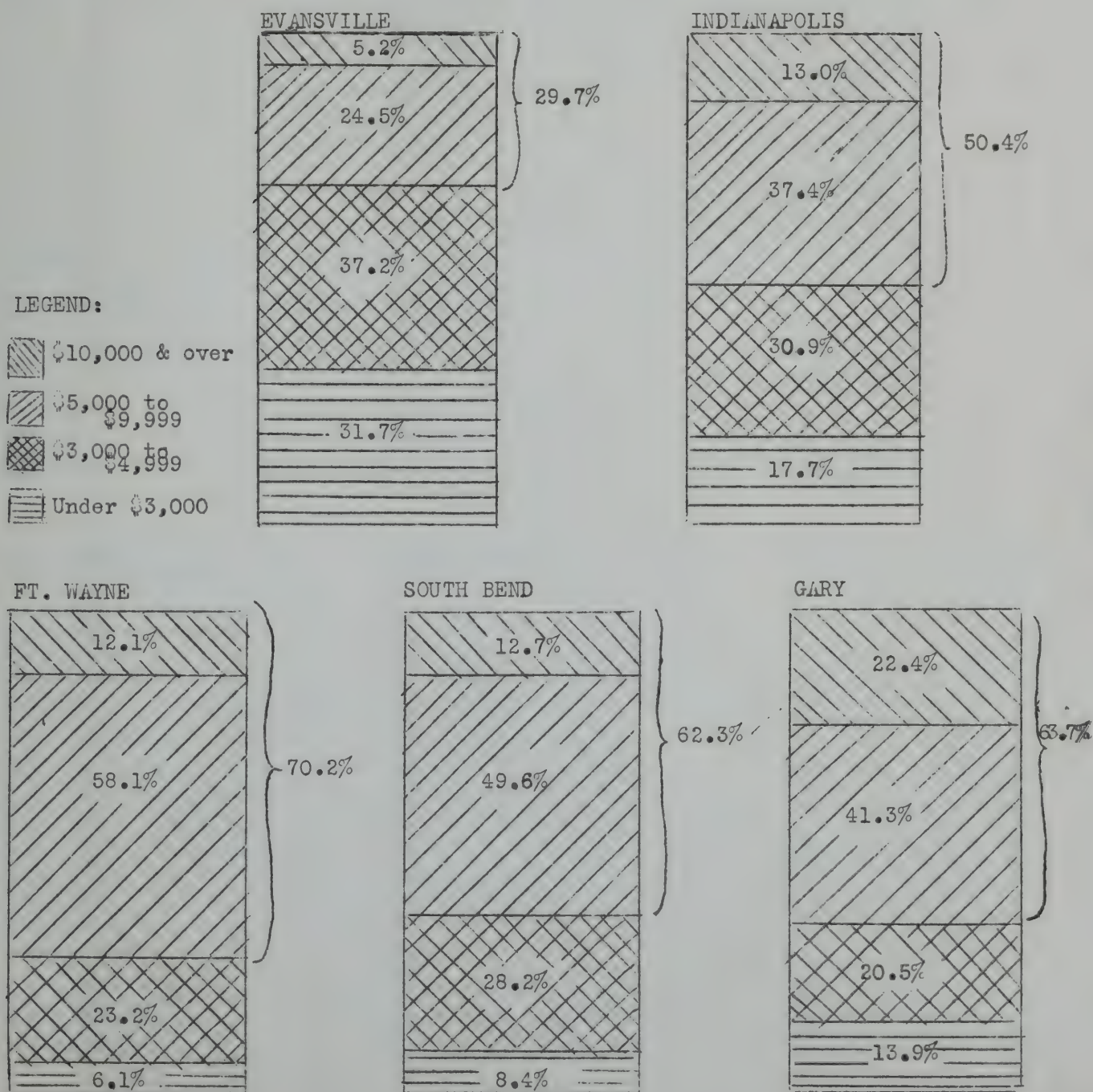
\*Balance consists of families from which no report could be obtained or families living in hotels, rooming houses, etc.



HOME VALUATIONS

The Census further furnishes information in regard to the values of homes owned and the amounts of rent paid by renter-families. Thus by charting this information it is possible to set up a measuring-stick for any city or group of cities.

In this regard, however, and by applying this measuring-stick we find that Evansville is not a normal city when compared to other cities of the state of comparable size, as can be seen by the charts below:

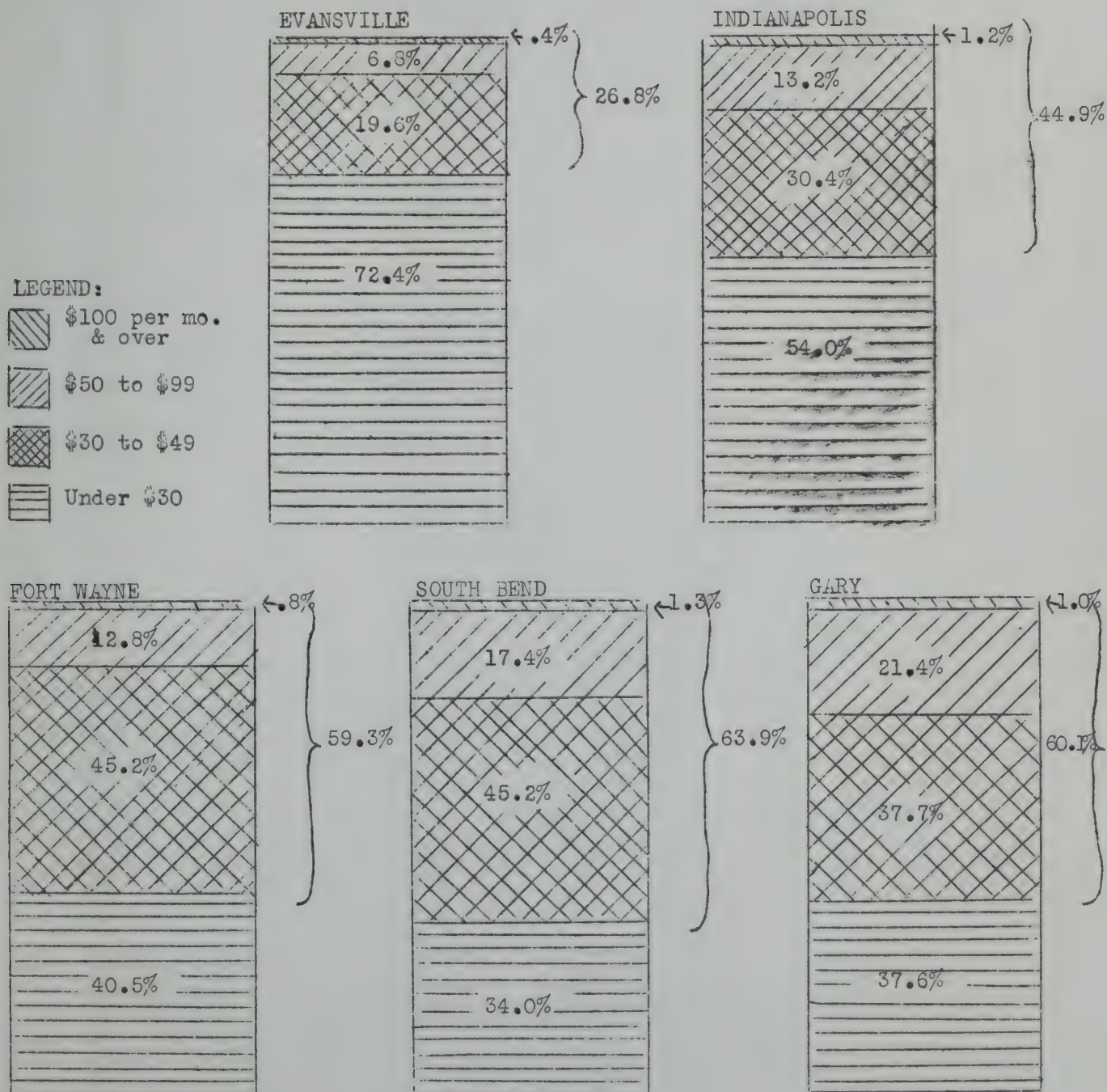




R E N T A L S

As the information is furnished for home valuations by the U. S. Census so is it furnished for the rents paid by families who live as tenants, and another measuring-stick is available for the other large portion of the city's family population.

The charts below show Evansville compared with other principal cities of Indiana with the same difference existing as was seen in the comparison of home values:



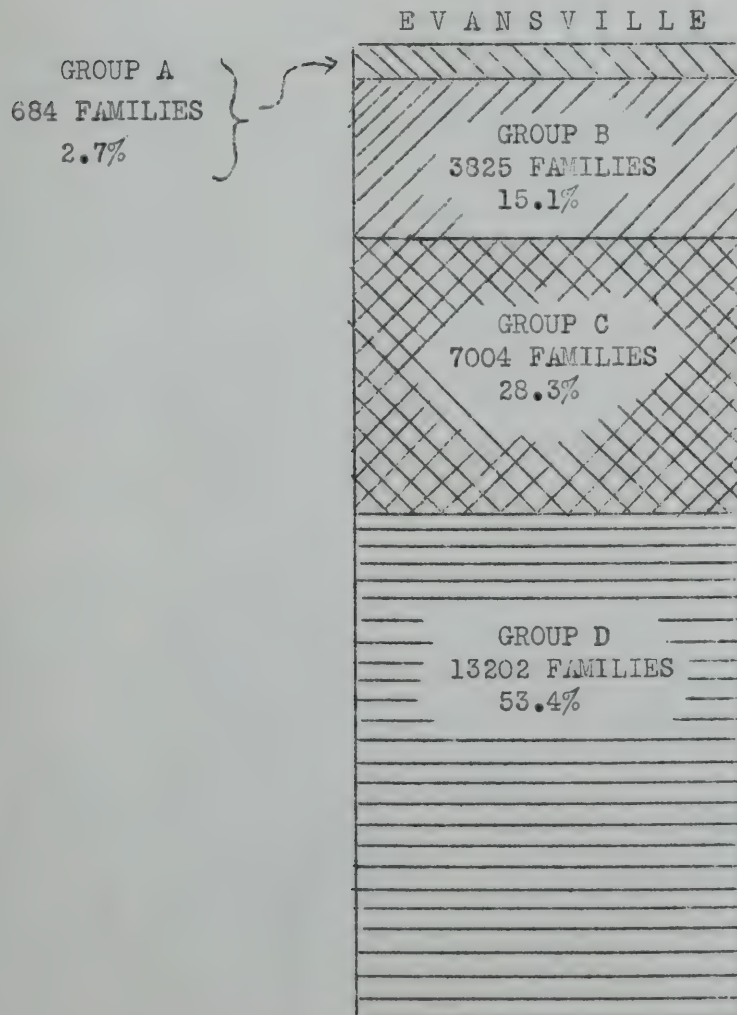


COMBINED YARDSTICK  
FOR THE CITY OF EVANSVILLE

For the sake of forming a single yard-stick for the measure of all of the families in the city of Evansville, the various groups have been designated as follows:

|         | <u>Home<br/>Values</u> | <u>Rentals</u>       |
|---------|------------------------|----------------------|
| Group A | \$10,000 & over        | \$100 per mo. & over |
| Group B | 5,000 to \$9,999       | 50 to 99             |
| Group C | 3,000 to 4,999         | 30 to 49             |
| Group D | Under \$3,000          | Under \$30           |

Thus by adding the number of families owning homes to the number paying rent, by groups, a single chart can be constructed for the city, as shown below:





THE OUTLYING SECTION OF THE  
EVANSVILLE MARKET

In view of the large Retail Sales figure recorded for the city of Evansville together with a definitely indicated low purchasing Power on the part of so great a portion of the city's population, the question, naturally, arises regarding where these sales come from. It has been shown that Evansville has an unusually large section of low income families, yet its Retail Sales bulk heavy.

The answer lies in the fact that the city of Evansville is the natural trading center for exceptionally large area wherein live (excluding Evansville) 185,592 people. This outside section of the Market constitutes, in people, better than 64% of the whole Market. They are distributed throughout thirteen counties in three states, and while a great share of them come to Evansville to do much of their buying and look to Evansville as their trade center, they live in the smaller towns and cities and on the farms in the surrounding country-side.

Considering the advertiser's problem of influencing prospective purchasers to favor his product, and excluding, for the moment, the problem of distribution, he must be concerned primarily with where these prospective purchasers live - where they can be reached through advertising. Although people may travel many miles to make their purchases, it is where they live and where they read that constitutes the focal point of advertising influence. In that respect Evansville, the city, represents but 35.5% of the Evansville Market; less than that if consideration is given to the low purchasing power of so great a share of the city's population.

In this outside section of the Market these 185,000 people received in 1938 nearly \$59,000,000 in Spendable Income, 47% of the Income for the entire Market. An appreciable share of this income was spent, no doubt in the city of Evansville. On the other hand, in 1935, 45.6% of the whole Market's Retail Sales actually occurred in the outlying sections--some \$25,473,000.

Proof lies at every hand that a goodly portion of Evansville's retail business comes from people who live outside the city. With fine, concrete highways, modern bridges and the like, people who live in the surrounding country can easily reach Evansville; and the tendency to trade there is increasing each year. Based on the average of 1-3/4 persons to the car, a recent traffic check indicated that, over the period of a month's time, during daylight hours 100,000 people came into Evansville from the north via U. S. highway 41; 65,000 from the south via U. S. highway 41 over the Henderson Bridge; 30,000 over state highways 65 and 66 from the direction of New Harmony and Cynthiana; 50,000 over 66 from the direction of Rockport; and 30,000 over state highway 62 from the direction of Mt. Vernon, making a total in 30 days of 275,000 people.



The Curbstone Reporter for Evansville's radio station WGBF who stands at the city's busiest corner daily to make his interviews, reported, "After checking I find that there are never less than 50% out-of-town people, and on special days it has run as high as 78%." He concludes that "better than 50% of the buyers of Evansville merchandise are from the outlying territory".

An important merchant of Evansville writes, "We wish to state that our out-of-city business from Illinois, Kentucky and Indiana amounts to 50% to 60% of our entire patronage. This high percentage may seem doubtful to you, but our books prove it to be authentic."

Here, then, in the outlying section of the Evansville Market lies easily 50% of the entire Market opportunity.

The facts concerning these 185,000 people, therefore, should prove of interest and importance. They live in some 254 cities and towns ranging in size from 11,668, the population of Henderson, Kentucky, to the smallest of villages and on large and small farms. A complete list of cities with 1,000 population and over together with the number of families in each and Courier circulation coverage is given on the following page. On the pages following this listing will be found a brief description of the various outlying sections of the Evansville Market.

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AUTOMOTIVE FACTS FOR THE EVANSVILLE MARKET

Another way of proving the fact that the outlying section of the Evansville territory contains a greater sales potential compared to that of Evansville proper is a comparison of automotive statistics. Total passenger car registrations -- money spent in filling stations all prove that greater mobility exists -- travel from home to town, outside of Evansville and consequently a larger market, particularly for automobiles, gasoline, tires and accessories.

|                    | <u>1937 Total<br/>Passenger Car<br/>Registrations</u> | <u>1935<br/>Automobile<br/>Sales</u> | <u>1935<br/>Filling Station<br/>Sales</u> |
|--------------------|-------------------------------------------------------|--------------------------------------|-------------------------------------------|
| Total market       | 52,550                                                | \$9,713,624                          | \$3,551,284                               |
| City of Evansville | 26,623*                                               | 4,786,000                            | 1,585,000                                 |
| % of Total Market  | 46.5%                                                 | 49.7%                                | 44.6%                                     |
| Balance of Market  | 30,598                                                | 4,927,624                            | 1,966,284                                 |
| % of Total Market  | 53.5%                                                 | 50.3%                                | 55.4%                                     |

\*Includes all of Vanderburgh County Registrations.

Source: Reuben H. Donnelly Co., Chicago, Illinois

Note: The same proportion of registrations is used in "part counties" as has been used throughout this pamphlet based on population actually covered by Courier circulation on 1 to 2 ratio.



CIRCULATION OF THE COURIER WITHIN 50 MILE  
RADIUS OF EVANSVILLE

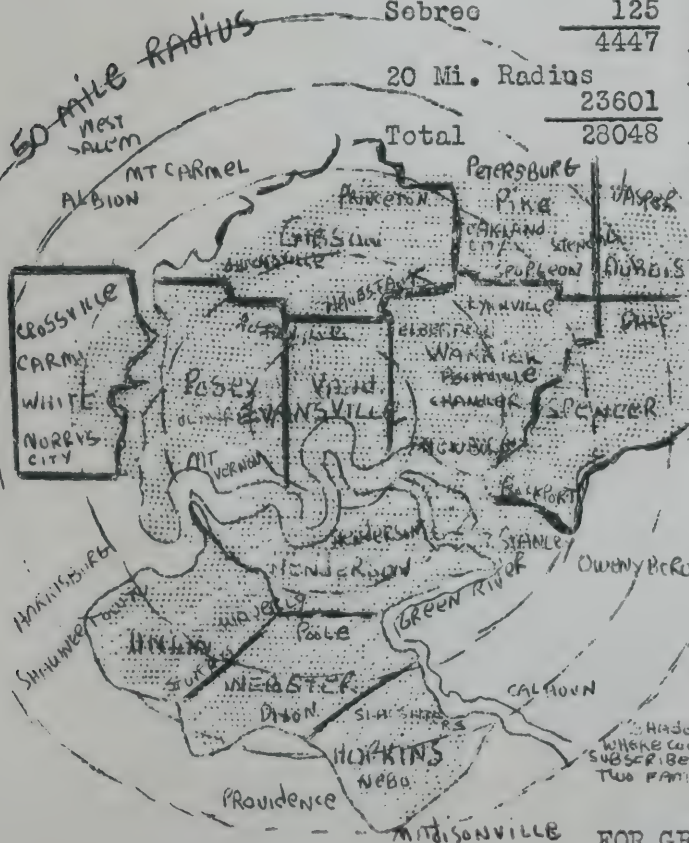
| 20 MI. RADIUS         |             | 30 MI. RADIUS      |             | 30-40 MI. RADIUS |             | 40-50 MI. RADIUS |             |
|-----------------------|-------------|--------------------|-------------|------------------|-------------|------------------|-------------|
| INDIANA               | Circulation | INDIANA            | Circulation | INDIANA          | Circulation | INDIANA          | Circulation |
| Gibson County-Courier |             | Gibson Co. Courier |             | Dubois County    |             | Dubois County    |             |
| Haubstadt             | 367         | Ft. Branch         | 358         | Holland          | 105         | Ferdinand        | 212         |
| Posey County          |             | Francisco          | 118         | Gibson County    |             | Huntingburg      | 719         |
| Cynthiana             | 181         | Owensville         | 429         | Hazletton        | 98          | Ireland          | 35          |
| Mt. Vernon            | 1355        | Princeton          | 1126        | Oakland City     | 627         | Jasper           | 583         |
| Wadesville            | 262         | Sommerville        | 114         | Patoka           | 83          | St. Anthony      | 44          |
|                       |             | Pike County        |             | Buckskin         | 30          | Shelbville       | 24          |
|                       |             | Spurgoon           | 46          | Mackey           | 21          | Perry County     |             |
|                       |             | Posey County       |             | Pike County      |             | Cannelton        | 271         |
| Vanderburgh County    |             | Griffin            | 81          | Ayshire          | 17          | Tell City        | 659         |
| Armstrong             | 5           | New Harmony        | 363         | Glezen           | 69          | Troy             | 80          |
| Evansville            | 17385       | Poseyville         | 382         | Stendal          | 87          | Pike County      |             |
| Evansville RFD        | 808         | Stewartsville      | 39          | Winslow          | 454         | Otwell           | 77          |
| Inglefield            | 12          | Spencer County     |             | Spencer County   |             | Petersburg       | 441         |
|                       |             | Buttfield          | 54          | Chrisney         | 199         | Velpin           | 59          |
| Warrick County        |             | Richland           | 64          | Dale             | 287         | Algiers          | 17          |
| Boonville             | 1377        | Warrick County     |             | Gentryville      | 87          | Spencer County   |             |
| Chandler              | 277         | Folsomville        | 55          | Grandview        | 172         | Evanston         | 94          |
| Elberfeld             | 329         | Lynnville          | 182         | Lincoln City     | 34          | Lamar            | 111         |
| Newburgh              | 498         | Tennyson           | 119         | Rockport         | 798         | Mariah Hill      | 38          |
| Yankeetown            | 19          | Selvin             | 8           | ILLINOIS         |             | Santa Claus      | 25          |
|                       |             | KENTUCKY           |             | Edwards County   |             | St. Meinrad      | 60          |
|                       |             | Henderson County   |             | Albion           | 105         | ILLINOIS         |             |
| Henderson County      |             | Robards            | 35          | Browns           | 29          | Edwards County   |             |
| Henderson             | 594         | Union County       |             | Gallatin County  |             | West Salem       | 28          |
| Corydon               | 59          | Morganfield        | 455         | New Haven        | 51          | Gallatin County  |             |
| Rood                  | 28          | Uniontown          | 134         | Wabash County    |             | Omaha            | 42          |
| Spottsville           | 45          | Waverly            | 149         | Mt. Carmel       | 219         | Ridgway          | 62          |
|                       | 23601       | Webster County     |             | White County     |             | Shawneetown      | 28          |
|                       |             | Poole              | 11          | Carmi            | 390         | White County     |             |
|                       |             | Sebree             | 125         | Crossville       | 128         | Enfield          | 38          |
|                       |             |                    | 4447        | Grayville        | 135         | Mill Shoals      | 7           |
|                       |             | 20 Mi. Radius      |             | Maunie           | 61          | Norris City      | 37          |
|                       |             | Total              | 23601       | KENTUCKY         |             | KENTUCKY         |             |
|                       |             |                    | 28048       | Davies County    |             | Hopkins County   |             |
|                       |             |                    |             | Owensboro        | 77          | Hanson           | 51          |
|                       |             |                    |             | Hopkins County   |             | Madisonville     | 294         |
|                       |             |                    |             | Ashbyburg        | 32          | Union County     |             |
|                       |             |                    |             | Union County     |             | Sturgis          | 363         |
|                       |             |                    |             | Boxville         | 51          | Sullivan         | 44          |
|                       |             |                    |             | Honshaw          | 66          | Caseyville       | 16          |
|                       |             |                    |             | Webster County   |             | DeKoven          | 17          |
|                       |             |                    |             | Dixon            | 50          | Webster County   |             |
|                       |             |                    |             | Onton            | 6           | Clay             | 189         |
|                       |             |                    |             | Slaughters       | 90          | Providence       | 215         |
|                       |             |                    |             | Warrick Co.      | 4658        | Wheatcroft       | 92          |
|                       |             |                    |             | 30 Mi. Radius    | 28048       | Blackford        | 26          |
|                       |             |                    |             | Total            | 32,706      |                  | 5133        |
|                       |             |                    |             |                  |             | 40 Mi. Radius    | 32706       |
|                       |             |                    |             |                  |             | Total            | 37309       |

There are approximately 16,838 A&B Homes of the 24300 in Evansville

**TOTAL CIRCULATION**  
40,362  
**Subscribers**

Note: Only 2,553 subscribers are beyond the 50 mi. radius

FOR GREATER SALES VOLUME & GREATER PROFIT  
PLACE YOUR AD MESSAGES IN THE COURIER & GET BOTH





DELIVERED IN THE MORNINGREAD ALL DAY

TIME OF ARRIVAL OF THE

Evansville, Indiana

C O U R I E R

In towns in the retail trading zone daily

INDIANA

Boorville .... 4:30 A.M.  
 Cannelton .... 5:30  
 Chandler ..... 4:00  
 Chrisney ..... 2:45  
 Cynthiana .... 5:35  
 Dale ..... 3:00  
 Francisco .... 4:50  
 Ft. Branch ... 5:45  
 Grandview .... 2:35  
 Haubstadt..... 5:30  
 Hazelton ..... 6:31  
 Huntingburg .. 3:20  
 Jasper ..... 3:45  
 Mt. Vernon ... 5:15  
 Newburg ..... 1:50  
 New Harmony .. 6:00  
 Oakland City . 4:35  
 Owensville ... 5:25  
 Patoka ..... 6:40  
 Petersburg ... 4:15  
 Poseyville ... 5:45  
 Princeton .... 5:10  
 Rockport ..... 2:25  
 Tell City .... 5:50  
 Vincennes .... 2:00  
 Washington ... 5:45  
 Winslow ..... 4:25

ILLINOIS

Albion ..... 3:12 A.M.  
 Allendale .... 6:00  
 Carmi ..... 4:31  
 Crossville ... 7:00  
 Fairfield .... 3:38  
 Grayville .... 6:50  
 Keensburg .... 6:35  
 Lawrenceville. 4:18  
 McLeansboro .. 2:19  
 Mt. Carmel ... 2:40

KENTUCKY

Crofton ..... 5:02  
 Dixon ..... 7:45  
 Earlington ... 4:40  
 Hanson ..... 4:03  
 Henderson .... 3:26  
 Hopkinsville . 5:23  
 Madisonville . 4:15  
 Morganfield .. 7:25  
 Nortonville .. 4:44  
 Owensboro .... 4:00  
 Princeton .... 7:50  
 Providence ... 7:15  
 Robards ..... 6:47  
 Sebree ..... 6:54  
 Slaughters ... 5:30

This information proves that the Evansville Courier is not only delivered, but is read in the homes in the neighboring towns as early as in the homes of our city subscribers.

CONCENTRATED  
COVERAGE

40,000  
SUBSCRIBERS  
....DAILY

ONE SALE ISAS GOOD AS ANOTHER



RETAIL SALES IN THE  
OUTLYING SECTION OF THE  
EVANSVILLE MARKET

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We have pointed out that, although the city of Evansville is credited by the Retail Census with 54.7% of the total Retail Sales of the Market, Evansville's own merchants declare that at least 50% of this trade is accounted for by people living outside the city.

By the same token we can assume that an appreciable share of the Retail Sales credited by the Retail Census to other urban centers throughout the Market are accounted for by people living in the outlying areas around each of these secondary trading centers.

Definitely to prove or disprove this assumption Courier representatives interviewed 125 merchants in the eleven urban centers of the outlying section of the Market. The composite answer to all answers received to the question, "What per cent of your trade comes from people living outside your town?" is 35%.

With the information supplied by the Retail Census together with the information obtained by the field survey, the allocation of sales for the outlying area of the Market can definitely be made in accordance with where people live, rather than where they spend.

From the Retail Census we know that the combined total Retail Sales for the twelve counties\*, Posey, Warrick, Spencer, Dubois, Gibson, Perry, Pike, Henderson, Hopkins, Webster and White amounts to \$33,675,000. We know, further, and from the same source, that \$20,879,000 or 62.1% of this combined total is credited to the urban centers in those counties (cities of 2,500 and over), and \$12,796,000 or 37.9% to the non-urban sections.

However, if we adjust the above division in compliance with the findings of the field investigation which showed that 35% of the sales made in the urban centers are made by people living outside those centers we have an allocation as follows:

| <u>Combined Total<br/>Sales-12 Counties</u> | <u>Urban</u> | <u>Per-<br/>Cent</u> | <u>Non-urban</u> | <u>Per-<br/>Cent</u> |
|---------------------------------------------|--------------|----------------------|------------------|----------------------|
| \$33,675,000                                | \$16,561,000 | 49.2                 | \$17,114,000     | 50.8                 |

\*Note: Vanderburgh County not included.



FARM SECTION

134,045 people out of a total of 287,862 in the Evansville Market are classified as rural. This number constitutes 46.6% of all the people included in the Market. And while not all of these rural people live on farms, 79,486 do. Thus, we have 27.6% of the entire population of the Market actually living on farms, and another 19% living in small towns (under 2,500 population) throughout the Evansville area.

79,486 people make up a sizeable group and form an important part of the Evansville Market. It is their trade among the merchants of the urban centers which swells the Retail Sales of these urban cities and which, because it is recorded by the Department of Commerce under Retail Sales for the city, is often erroneously credited entirely to the city families. As has been pointed out, while it is important to distribution to know where people trade, it is important in the matter of advertising to know where people live and where they read.

These 79,486 people live on and secure their living from some 18,559 farms which have an estimated total land and building value of \$68,406,764, or an average value of \$3,686 per farm. Statistics show that these farms have a cash income of nearly \$1,000 per farm for the year of 1937.\*

Some idea of the source of their income (which is no small part of the back-log of the trade enjoyed by urban merchants in the Market) can be gained from an examination of the production figures.

These 18,599 farms harvested in 1934 an estimated total of 11,653,793 bushels of corn (for grain - not including corn raised for fodder, silage etc.). At the prevailing price for December 15th, 1936 this amounts to a total revenue of \$10,912,818. (It has been considered fair to multiply 1934 production figures by 1936 prices in order to arrive at a current revenue total inasmuch as production figures are not available for 1936 and in view of the fact that 1936 so closely paralleled 1934 regarding weather conditions and other influences in the opinion of the Department of Agriculture.) The average yield per farm amounted to an estimated 628 bushels, as compared to the average for the entire state of Indiana of 528 bushels per farm.

These 18,559 farms threshed in 1934 an estimated total of 3,953,416 bushels of winter wheat. At the prevailing December 15, 1936 price for winter wheat, this results in a total revenue of \$4,695,068. In this grain, also, the farms of the Evansville Market show a higher average per farm production than is shown for the entire state of Indiana - 213 bushels as against 158 bushels.

The farms of the Evansville Market produced (as of Jan. 1, 1935) an estimated total of 222,579 swine. The average per farm numbered 12 as compared to the average per farm for the state of 12.7.

\* Includes cash income and Government Payments.



While corn is the principal farm product of southern Indiana and important in northern Kentucky, tobacco also ranks high in importance in the latter state. The Kentucky farms included in the Evansville Market produced in 1934 an estimated total of 4,038,356 pounds of tobacco. At the prevailing December 15th, 1936 price this amounts to a total revenue of \$1,421,501. These Kentucky farms produced an average of 1,025 pounds per farm as compared to the per-farm average for the state of Kentucky of 875 pounds.

Thus can be accounted a portion, at least of the income of the farm section of the Evansville Market which income furnishes the purchasing power manifested in the Retail Sales of the Market's trading centers.

|                  |                  |
|------------------|------------------|
| Corn (for grain) | \$10,912,818     |
| Wheat (Winter)   | 4,695,068        |
| Tobacco          | <u>1,421,501</u> |
|                  | \$17,029,387     |

It must be borne in mind that this total does not include income from numerous other grains raised on the farms nor does it include income from the sale of poultry and other live stock. It is given here only as an indication of the magnitude of purchasing power of this important section of the Evansville Market.

The source of information from which the figures have been compiled is the Census of Agriculture, Department of Commerce, 1935 and by personal consultation with the Department of Agriculture office in Chicago.

That the total farm income may be greatly increased based on production for the year 1936 is evident. The Bureau of Agriculture Economics reports its estimate for 1936 at a 12% increase in farm income over 1935 for the United States as a whole, or a gross farm income of \$9,350,000,000 for 1936 as compared to \$8,508,000,000 for 1935, \$7,276,000,000 for 1934 and \$5,337,000,000 for 1932.



# THE COURIER

The Courier was established in 1845 as a Morning newspaper and continues to be the dominating influence in this now metropolitan area with both southern and northern characteristics.

This modern metropolitan newspaper supplements its full A P wire service with news from its own correspondents in over 80 towns in this territory. Some of its regular features are:

|                    |                      |                    |
|--------------------|----------------------|--------------------|
| C. B. Driscoll     | Josephine Culbertson | Donald Duck        |
| Walter Lippman     | Milady Beautiful     | Moon Mullins       |
| National Whirligig | Daily Horoscope      | The Gumps          |
| Walter Winchell    | 2 Daily Comic pages  | Bringing Up Father |
| Grantland Rice     | Orphan Annie         | Walt & Skeeze      |
| Paul Mallon        | Bopeye               | Dixie Dugan        |
| Dorothy Dix        | Harold Teen          | Roy Powers         |
| Doctor Brady       | Joe Palooka          | Etta Kett          |
| Home Institute     | Miggs & Skeeter      | Our Boarding House |

Like all other Metropolitan dailies, the Courier has its own page 1 cartoon drawn by Karl K. Knecht, cartoonist.

An excellent idea of the importance of the COURIER and the Evansville, Ind. market may be gained from a comparison of Media Records, Inc. Retail Advertising Lineage figures for First Fifty Weekday Morning papers for the year 1937. These figures are listed below:

| LINES                                                       |            | LINES                        |           |
|-------------------------------------------------------------|------------|------------------------------|-----------|
| 1. New York News                                            | 11,521,230 | 26. Philadelphia Inquirer    | 4,129,335 |
| 2. Johnstown Democrat                                       | 6,591,980  | 27. EVANSVILLE COURIER       | 4,122,251 |
| 3. New Orleans Times-Picayune                               | 6,540,630  | 28. Indianapolis Star        | 4,099,395 |
| 4. Chicago Tribune                                          | 6,528,723  | 29. Cleveland Plain-Dealer   | 4,060,550 |
| 5. Boston Herald                                            | 6,292,917  | 30. St. Louis Globe-Demo.    | 4,018,670 |
| 6. Wilkes-Barre Record*                                     | 6,216,806  | 31. Pittsburgh Post-Gazette  | 3,912,163 |
| 7. New York Times                                           | 6,041,126  | 32. Camden Post              | 3,891,664 |
| 8. Louisville Courier-Journal                               | 6,034,490  | 33. Washington Post          | 3,834,234 |
| 9. Los Angeles Times                                        | 5,860,249  | 34. Worcester Telegram       | 3,779,434 |
| 10. Schenectady Gazette                                     | 5,736,679  | 35. Harrisburg Patriot       | 3,772,428 |
| 11. Rochester Demo. & Chronicle                             | 5,563,788  | 36. Detroit Free-Press       | 3,669,995 |
| 12. Memphis Comm.-Appeal                                    | 5,420,626  | 37. Glens Falls Post-Star    | 3,657,731 |
| 13. Reading Times                                           | 4,939,577  | 38. Richmond Times-Dis.      | 3,619,138 |
| 14. Salt Lake City Tribune                                  | 4,916,043  | 39. Manchester Union         | 3,538,649 |
| 15. Omaha World-Herald                                      | 4,850,373  | 40. St. Paul Pioneer-Press   | 3,500,488 |
| 16. Peoria Jnl.-Transcript                                  | 4,761,182  | 41. Phila. Record            | 3,468,115 |
| 17. Scranton Tribune                                        | 4,713,738  | 42. Milwaukee Sentinel       | 3,417,897 |
| 18. Buffalo Courier-Express                                 | 4,634,694  | 43. Tulsa World              | 3,349,050 |
| 19. Trenton State-Gazette                                   | 4,628,755  | 44. Knoxville Journal        | 3,329,532 |
| 20. Dallas News                                             | 4,625,188  | 45. Muncie Star              | 3,321,146 |
| 21. Minneapolis Tribune                                     | 4,520,095  | 46. Jamestown Post           | 3,279,919 |
| 22. Miami Herald                                            | 4,441,920  | 47. Atlanta Constitution     | 3,236,796 |
| 23. N.Y. Herald-Tribune                                     | 4,349,222  | 48. Jacksonville Times-Union | 3,216,829 |
| 24. Troy Record                                             | 4,242,396  | 49. Los Angeles Exam.        | 3,145,573 |
| 25. Boston Globe                                            | 4,182,962  | 50. Washington Herald        | 3,129,662 |
| (*) Wilkes-Barre Record not published from Nov. 3-9th Incl. |            |                              |           |



DISTRIBUTION FACILITIES

## I.

Food Products are distributed to the consumer in Evansville, Indiana, and its territory by the following outlets and channels:

Analysis of Retail Grocery Outlets      Evansville, Indiana territory.

|                                          | <u>Evansville</u> | <u>Courier Territory</u> |
|------------------------------------------|-------------------|--------------------------|
| National Chains                          |                   |                          |
| Kroger - Piggly Wiggly                   | 8                 | 14                       |
| A. & P.                                  | 19                | 12                       |
| Independent Chains                       |                   |                          |
| Blue Bunny Stores                        | 12                | 0                        |
| Red Front Stores                         | 14                | 15                       |
| Nicholson Bros. Food Stores              | 10                | 0                        |
| Oakley Economy                           | 2                 | 1                        |
| Advertising Clubs                        |                   |                          |
| *Urma Stores                             | 63                | 9                        |
| *United Home Grocers                     | 20                | 46                       |
| Other Independent Stores                 | <u>128</u>        | <u>645</u>               |
| Total Retail Grocers (Courier territory) | 376               | 742                      |

Food wholesalers and brokers located in Evansville operate and serve retail outlets within a radius of 150 miles around this city -- a territory much larger than that adequately covered by the Courier. There are 2,014 local grocery outlets (and the Courier has an accurate route list of them) in this territory which extends north and south to Terre Haute, Ind. and Clarks-ville, Tenn., respectively, also as far as Bowling Green, Ky., Cairo, Ill. and Centralia, Ill.

A brief description of these food merchants follows:

WHOLESALERS

\*CREASEY CO. INC., 200 E. Indiana St., Evansville, Ind. This concern travels 3 men out of Evansville, 1 in the city and 2 in the territory, which includes: Harrisburg, Ill., on the west; Jasper, Ind., on the east; Terre Haute, Ind., on the north and Paducah, Ky., on the south. They maintain a Vincennes office and travel one man from that point.

Although this concern formerly featured URMA (their private label line) its private label line today amounts to practically nothing. They now exploit nationally advertised lines almost exclusively.

The Creasey Company is not linked with any retail chain or voluntary buying group. However, it does sponsor what is known as the URMA advertising club which is composed of approximately 65 grocers in the city and 10 in the territory. In order to belong to the URMA advertising club a certain assessment is made to each grocer. The group meets each Wednesday evening and



determines the items and prices to be used in their advertisement on Friday.

This concern, approximately 15 years old, is headed by Mr. J. A. Howard who is assisted in buying by his brother, Mr. N. H. Howard. The field man is Mr. Gilbert Weiss, who does a thorough job in covering the retail outlets served by this concern. It has adequate warehouse facilities.

HULMAN & CO., 1115 Main Street, Evansville, Ind. -- is a branch house of Hulman & Co., Terre Haute, Ind. The territory covered by the Evansville branch takes in Fairfield, Ill., on the west; Vincennes, Ind., on the north; Hopkinsville, Ky., on the south, and West Baden, Ind., on the east. Four men travel in the city and 20 in the territory adjacent to Evansville. The adjacent trade area accounts for approximately 66-2/3 per cent of their volume. This concern features private label brands (Farmer's Pride and Dauntless) but distributes all national advertised brands as well. The concern acquired their present location in Evansville in 1928; however, the parent company in Terre Haute, Ind., has had 87 years experience in the wholesale food business. Mr. Hunt is in charge of the Evansville office, but the grocery products buying is done by Mr. E. A. Martin at Terre Haute,

Hulman & Co., has what is known as an advertising club, composed of approximately 20 members in Evansville proper, and 45 in the adjacent territory. This club advertises under the name of the UNITED HOME GROCERS. Any retail grocer buying from Hulman & Co. is privileged to join this advertising club providing he pays a nominal weekly or monthly assessment. It also has adequate warehouse facilities.

S KAHN'S SONS, 401 Fulton Ave., Evansville, Ind. - covers 11 counties in Southern Indiana, 12 in Southeastern Illinois and 14 in Northwestern Kentucky. Four men cover the city and six men the outside territory. This concern carries all the national advertised brands of food products. However, it features private label brands (Diamond Island and Sunset Park) and also controls several manufacturer's brands. It is not linked with any retail, chain or voluntary buying group. The concern is 64 years old and is headed by Mr. Clarence Kahn; Mr. Walter Pascoe is the Sales Manager and assistant manager and these two men together do the buying. Warehouse facilities adequate.

A. BROMM & CO., 201 N. W. 1st St., Evansville, Ind. - covers the territory bounded by Fairfield, Shawneetown and Mt. Carmel, Ill., on the west; Princeton and Tell City, Ind., on the east; and Owensboro and Central City, Ky., on the south. Four men travel in the city and four in the territory.

In addition to private label brand (A.B.C.) nationally advertised lines of food products are distributed. The concern is well over 50 years old. The buyer is Mr. E. A. Bromm who is assisted by his brother, Mr. Fred Bromm.

KERR & CO., 901 Main Street, Evansville, Ind. - operates branches in Princeton, Ind., and Madisonville, Ky., and is known as a "cash & carry" concern. Its territory, covered by one man, includes Tell City and Jasper, Ind., on the east; Mt. Vernon and Poseyville on the west; Vincennes on the north; and Madisonville, Ky., on the south. They feature many lines of national advertised food products. The concern is headed by Mr. Downey Kerr. Its warehouse facilities are adequate.

B. F. PERSONS, 103 N. Governor St., Evansville, Ind. - This wholesaler covers only the city of Evansville and maintains two men who call on the local grocery trade. They exploit only nationally advertised brands of food



products and do not have a private label brand. For 41 years Mr. Persons headed one of the large wholesale grocery houses in Evansville; however, for the past year he has operated his own wholesale business. Persons has warehouse facilities.

CLYDE M. HESMER, INC., Stringtown Road., Evansville, Ind. - is known as a wagon jobber, and operates in the territory bounded by Sullivan, Ind. on the north; Hopkinsville on the south; Tell City, Ind., on the east; and Harrisburg, Robinson and Albion, Ill., on the west. Hesmer, Inc. maintains eight salesmen who, in their trucks, call upon retailers in the forementioned sales area and supply them with their needs. They manufacture such items as potato chips, peanut butter, horseradish, mush and jolly under private label. Hesmer is exclusive distributor for Kraft package goods and Oven-Ready Biscuits, etc. The concern is 20 years old and is headed by Mr. Clyde M. Hesmer and E. A. Mitchell.

KOLLKER & MILLER, 303 Jefferson Ave., Evansville, Ind. This wagon jobber has been in business for 2 years, operates 4 trucks and handles a number of nationally advertised lines. Bob Kollker is the buyer.

A few other wholesale grocery houses are located in the Evansville Courier territory. They also handle national lines and do a good job in their own area.

|                       |                        |
|-----------------------|------------------------|
| Petersburg, Ind. ---- | H. & A. Co.            |
| Princeton, Ind. ----- | Wilcox-Princeton Co.   |
| Dale, Ind. -----      | J. Winkler & Son, Inc. |
| Henderson, Ky. -----  | Phelps Groc.           |
|                       | Frank C. Schmitt Co.   |

|                         |                                                    |
|-------------------------|----------------------------------------------------|
| Kroger-Piggly Wiggly -- | Buying for Evansville is made in Louisville, Ky.   |
| A & P Stores -----      | Buying for Evansville is made in Louisville, Ky.   |
| Red Front Stores -----  | Buying for Evansville is made in Henderson, Ky.    |
| Oakley Economy Stores - | Buying for Evansville is made in Terre Haute, Ind. |

## B R O K E R S

L. A. PARKER & CO., 915-919 Main St. - Mr. L. A. Parker, Pres. and General Manager. Frank Stein and A. W. Sevringhaus, specialists canned foods; A. R. Muth, specialty dept.; R. P. Hooker, dried fruits. This concern is one of the outstanding brokers in middlewest. Many years of highly specialized experience in food lines make them well qualified to give intelligent dependable service to national food packers and local retailers. They are members of the National Food Brokers' Ass'n., The National Sugar Brokers' Ass'n., and The American Institute of Food Distribution, Inc.

C. A. HUMPHRY, 201 E. Illinois St. - 22 years of brokerage business is the experience and record of Mr. C. A. Humphry. In addition to Mr. Humphry, himself, is Mr. Albert Weiss, who also calls on the wholesale trade. This brokerage concern has excellent warehouse facilities and shipments can be made either by river or rail. They handle several lines of nationally known food products. Advances made on consignments.



BROKERS (Con't)

C. L. KRIEKHAUS & CO., 520 Mercantile Bldg. - This concern has a record of 20 years service to wholesalers and completely covers the Evansville brokers territory. This concern is headed by Carl Kriekhaus and sells several nationally known lines of food products.

CHARLES V. HERRON & CO., 101 N. Governor St. - This concern is headed by Mr. Charles V. Herron and assisted by Kenneth Oskins in conducting calls upon food wholesalers. They have been in business five years and exploit factory label merchandise.

W. F. EGLI BROKERAGE CO., 2716 W. Pennsylvania St. - This concern is headed by W. F. Egli who is assisted by his son, Robert Egli. The firm does a general brokerage business and is favorable to nationally advertised lines. They travel the entire territory.

JOHNSON SALES CO., 1200 Ravenswood Drive. - This concern is six years old and is headed by K. E. Brightmire. Warehouse facilities for this concern are provided at the Mead-Johnson Terminal Warehouse. They represent many nationally known lines of food products.

THE TERMINAL WAREHOUSE CO., INC., is centrally located in Main Street and offers quick distribution in Evansville. It is directly connected with six railroads for immediate shipment to every point in the Evansville territory. Facilities are provided for storage, distribution, loading, unloading, weighing, packing, labeling, invoicing and inventory. It offers six floors and basement of 80,000 sq. ft., two large refrigerated rooms 450 sq. ft., office space, 24-hour watchman service, low insurance rates and financial responsibility. The negotiable receipts issued by the Terminal Warehouse Co., Inc., are recognized as good collateral by banks and can be used for loan purposes.

MEAD JOHNSON RIVER-RAIL TERMINAL - Capacity 90,000 sq. ft. Built in 1931 at cost of \$500,000. An important point of transshipment for cargoes of all sorts, regularly handling shipments from Gulf of Mexico to upper Ohio districts. Merchandise shipped by Common-carrier barge lines and contract barge lines connect here for local distribution, or may be directly transferred to C. & E. I., L. & N, I. C., Big Four or Southern Lines freight cars and vice versa.



## II.

Drugs, medicines and other products sold, according to present day merchandising methods by drug-stores, are distributed in "Courierland" in and about Evansville through these channels:

| <u>Retail Outlets</u>    | <u>Evansville</u> | <u>Courier Territory</u> |
|--------------------------|-------------------|--------------------------|
| Independent Chains       |                   |                          |
| H. A. Woods Stores       | 10                | 0                        |
| National Chains          |                   |                          |
| Liggett Drug Store       | 1                 | 0                        |
| Walgreen                 | 1                 | 0                        |
| Hart Drug Co.            | 1                 | 0                        |
| Indedpendent Drug Stores | 48                | 92                       |

Wholesale

CHARLES LEICH & CO., 5th & Bond Streets, Evansville, Indiana covers a territory bounded by Mt. Vernon, Illinois on the west; French Lick, Indiana on the east; Terre Haute, Indiana on the north; and goes as far south as northern Tennessee.

Two men travel in the city of Evansville and nine in the adjacent territory. The concern is 84 years old. A full line of drugs and sundries is carried. Merchandise on a pay-on-reorder basis is accepted depending, of course, on the nature of the merchandise and the discounts given them. The buyers are as follows:

|              |    |                                                      |
|--------------|----|------------------------------------------------------|
| Carl Leich   | -- | Heavy chemicals, crude drugs, glassware              |
| Walter Leich | -- | Pharmaceuticals and fine chemicals                   |
| I. A. Mundy  | -- | Proprietary, pharmaceutical and toilet preparations. |
| R. L. Hanson | -- | Fountain equipment, dairy and laundry supplies.      |
| E. B. Geil   | -- | Sundries, notions, holiday goods                     |

Other jobbers who cut in on Charles Leich & Company territory are as follows:

Kiefer-Stewart, Indianapolis, Ind.  
Mullen & Haynes Co., Owensboro, Ky.  
E. H. Bindley & Co., Terre Haute, Ind.  
Kold Bros., Paducah, Ky.  
McKesson-Peter-Noat, Louisville, Ky.

